

Message Text

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TO AMEMBASSY BERN

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AMEMBASSY LONDON

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AMEMBASSY THE HAGUE

AMEMBASSY VIENNA

INFO AMCONSUL AMSTERDAM

AMCONSUL DUSSELDORF

AMCONSUL MUNICH

AMCONSUL ZURICH

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E.O. 11652: N/A

TAGS: BEXP, GW, FR, NL, UK, SZ

SUBJECT: IN STORE PROMOTIONS FOR FISCAL 1976: VISITS

TO NATIONAL HOUSEWARES EXHIBITION

REF: STATE A-7522, SEPTEMBER 30, 1974, BONN 18232

1. AS A RESULT OF CHARLES E. JOHNSON'S VISITS WITH
EUROPEAN DEPARTMENT STORES AND MAIL ORDER HOUSES IN
SEPTEMBER 1974, STRONG INTEREST WAS EXPRESSED BY CERTAIN
FIRMS IN ATTENDING THE NATIONAL HOUSEWARES EXHIBITION IN
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CHICAGO, JANUARY 13-17, 1975, TO SEEK MERCHANDISE FOR

FY 1976 IN-STORE AND MAIL ORDER PROMOTIONS.

2. PREPARATIONS HAVE BEEN MADE BY THE FOREIGN BUYERS PROGRAM OF OFFICE OF EXPORT DEVELOPMENT THROUGH THE NATIONAL ASSOCIATION OF HOUSEWARES MANUFACTURERS TO SET UP AN INTERNATIONAL BUSINESSMEN'S LOUNGE WITH INTERPRETERS AND SUPPORTING STAFF. THIS LOUNGE WILL BE MADE AVAILABLE TO ALL IN-STORE AND OVERSEAS MAIL ORDER CATALOG VISITORS. CHARLES E. JOHNSON AND MOLLIE CLEVELAND OF OFFICE OF INTERNATIONAL MARKETING WILL BE AVAILABLE AT THE LOUNGE TO ASSIST FOREIGN VISITORS FROM STORES AND MAIL ORDER HOUSES.

3. FOLLOWING STORES AND MAIL ORDER HOUSES DISCUSSED WITH JOHNSON THEIR INTENTION TO ATTEND HOUSEWARES EXHIBITION:

UK: SELFRIDGES; FRANCE: GALERIES LAFAYETTE; SWITZERLAND: JELMOLI; GERMANY: HERTIE, HORTENS, QUELLE, NECKERMAN; NETHERLANDS: BLOKKER, TER MUELEN.

4. ACTION REQUESTED: COMMERCE NEEDS NAMES OF ALL INTERESTED EXECUTIVES WITH WHOM JOHNSON CONSULTED AND WHO PLAN TO ATTEND NATIONAL HOUSEWARES EXHIBITION. PLEASE SUPPLY NAMES OF EACH BUSINESSMAN IN THE BUYING GROUP, HOTELS WHERE STAYING, AND ARRIVAL DATES. ALSO PLEASE NOTE THOSE FOREIGN BUYERS WHO PLAN TO VISIT CHICAGO'S MERCHANDISE MART.

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